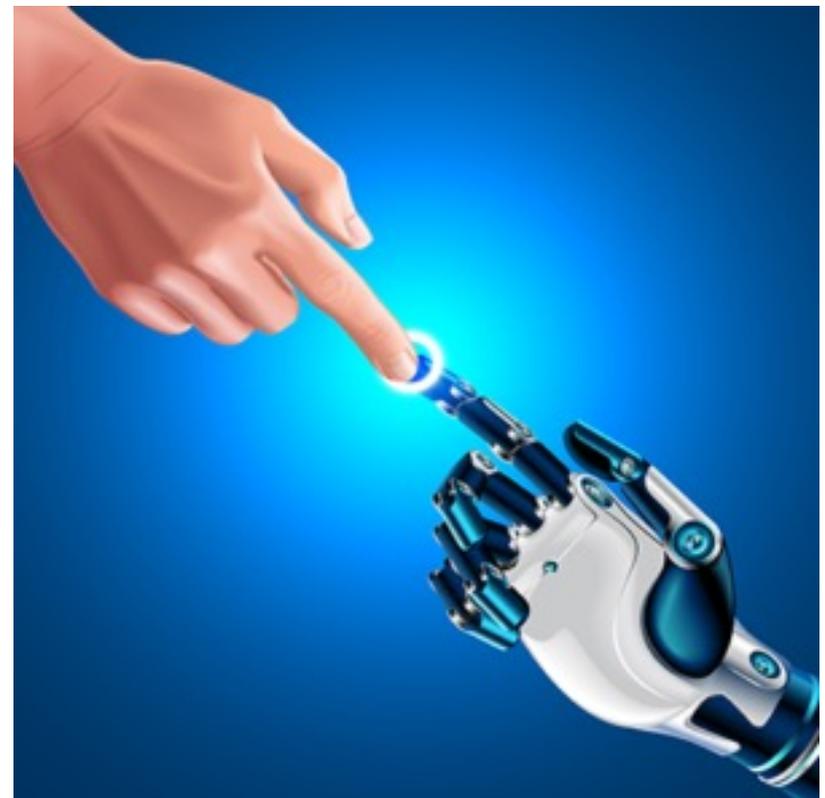


HUMAN COMPUTER INTERACTION

LECTURE 10



**KASSYMOVA AIZHAN BAKHYTZHANOVNA,
PHD, ASSOCIATE PROFESSOR**

A.KASSYMOVA@SATBAYEV.UNIVERSITY

LESSON PLAN

- **Visual Design**
 - Typography
- **Information Design**
 - Grids and Grouping, Alignment
 - Reading and Navigating

HOW MIGHT WE IMPROVE THIS? AND WHAT WOULD THE OBJECTIVE FUNCTION BE?

You are cordially invited to Robert and Alexandra's delectable after-dinner party. Wine and nibbles will be served. when: june 30th, 2012 at 9:30pm. Where: the pad. if you need directions, ping us. Kindly let us know if you'll be attending by june 1st.

Inspired by Jennifer Tidwell's Designing Interfaces

WHITESPACE CONVEYS GROUPING

“Some space must be narrow so that other space may be wide, and some space must be emptied so that other space may be filled.”

LET'S ADD WHITESPACE

You are cordially invited to
Robert and Alexandra's delectable after-dinner party.

Wine and nibbles will be served.

When: june 30th, 2012 at 9:30pm.

Where: the pad. if you need directions, ping us.

Kindly let us know if you'll be attending by june 1st.

Inspired by Jennifer Tidwell's Designing Interfaces

USE SIZE CONTRASTS TO INDICATE HIERARCHY

**“Information consists of differences
that make a difference.”**

Edward Tufte, Envisioning Information

AND VARY SCALE AND WEIGHT

YOU ARE CORDIALLY INVITED TO...

Robert and Alexandra's delectable after-dinner party

Wine and nibbles will be served.

WHEN **June 30th, 2012 at 9:30pm.**

WHERE **The pad.** if you need directions, ping us.

Kindly let us know if you'll be attending by **June 1st**

Inspired by Jennifer Tidwell's Designing Interfaces

THREE GOALS FOR VISUAL DESIGN

GUIDE Convey structure, relative importance, relationships

PACE Draw people in, help orient, provide hooks to dive deep

MESSAGE Express meaning and style, breathe life into the content



The New York Times

Sunday, June 10, 2012 Last Update: 9:03 PM ET



Search

ING DIRECT

Follow Us | Subscribe to Home Delivery | Personalize Your Weather

- WORLD
- U.S.
- POLITICS
- NEW YORK
- BUSINESS
- DEALBOOK
- TECHNOLOGY
- SPORTS
- SCIENCE
- HEALTH
- ARTS
- STYLE
- OPINION

- Autos
- Blogs
- Books
- Cartoons
- Classifieds
- Crosswords
- Dining & Wine
- Education
- Event Guide
- Fashion & Style
- Home & Garden
- Jobs
- Magazine

Allies Restrict Airstrikes on Taliban in Civilian Homes

By ERIC SCHMITT 7:17 PM ET
Attacks on militants who hide in private dwellings, including a NATO strike that Afghan officials say killed 18 civilians, have increased tensions with the United States.

Post a Comment | Read (12)

Spain's Premier Steps Up in Debt Crisis, With Caveats

By RAPHAEL MINDER 7:32 PM ET
Central to any solution to the European debt crisis will be the role played by Prime Minister Mariano Rajoy of Spain, although he is known for playing both sides of an issue.

• Turmoil in Greece Drives Urgency of a Spanish Rescue

Tony Awards



Sara Krulwich/The New York Times

< 1 2 3 4 5 6 7 8 9 10 11 12 >

A performance by the cast of "Follies."

Live Updates on the Tony Awards

The Times theater critic Charles Isherwood and reporter Dave Itzkoff are writing about the awards ceremony.

• Slide Show: Red Carpet

LATEST UPDATES

Sunday Review

OPINION

America's New Energy Reality

By DANIEL YERGIN

The United States is now a more significant energy producer than it was the last time we elected a president.

NEWS ANALYSIS

Health Care After the Supreme Court Ruling

By PAM BELLUCK

Will the decision make any real difference?



Bruni: G.O.P. and Gays

Douthat: Eugenics

Dowd: Poppy Chic

Friedman: Egypt Politics

Kristof: From Peace Prize to Paralysis

Editorial: Deny the Cash

BUSINESS DAY »

FAIR GAME

How Banks Could Return the Favor

Governments are stuck in Wall Street deals with high interest rates, Gretchen Morgenson writes. Why not save them some money?

Get there fast.
Get there first.

dealbook.nytimes.com



Google Search

I'm Feeling Lucky

Google offered in: [русский](#) [қазақ](#)

craigslist

post to classifieds

my account

search craigslist

for sale

event calendar

S	M	T	W	T	F	S
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use [new](#)

system status

about craigslist

[craigslist is hiring](#)

craigslist blog

best-of-craigslist

craigslist TV

craig connects

progressive directory

weather quake tide

SF bay area ^w [sfc](#) [sby](#) [eby](#) [pen](#) [nby](#) [scz](#)

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

1099	gifts	pets
apple	haiku	philos
arts	health	politic
atheist	help	psych
autos	history	queer
beauty	housing	recover
bikes	jobs	religion
celebs	jokes	rofo
comp	kink	science
crafts	l.t.r.	shop
diet	legal	spirit
divorce	linux	sports
dying	loc pol	t.v.
eco	m4m	tax

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances	arts+crafts
antiques	auto parts
barter	baby+kids
bikes	beauty+hth
boats	cars+trucks
books	cds/dvd/vhs
business	cell phones
computer	clothes+acc
free	collectibles
furniture	electronics
general	farm+garden
jewelry	garage sale
materials	household
rvs	motorcycles
sporting	music instr
tickets	photo+video
tools	toys+games
wanted	video gaming

services

beauty	automotive
creative	farm+garden

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

nearby ci

bakersfield
chico
fresno
gold country
hanford
humboldt
inland empire
klamath falls
las vegas
los angeles
medford
mendocino co
merced
modesto
monterey
orange co
redding
reno
roseburg
sacramento
san luis obispo
santa barbara
santa maria
sf bay area
siskiyou co
stockton
susanville
ventura
visalia-tulare
yuba-sutter

[us cities](#)

[us states](#)

[canada](#)

[cl worldwide](#)

Craigslist SF bay area, <http://sfbay.craigslist.org/>

HONORING THE BEST OF THE WEB

Quick Facts Team History Awards Event Judges Webby Global

Follow us



Follow



Like 69k



Go behind the scenes on our blog



Watch our YouTube Channel



See all our images on Flickr

Subscribe



Subscribe to The Webbys' monthly newsletter, the 011.



Get Netted, our daily email dedicated to better living through the Internet.



WATCH THE HIGHLIGHTS



16TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

About Webby Special Achievement Awards

The Webby Special Achievement Awards Honorees were presented by The Academy at the 16th Annual Webby Awards Celebration during the live online broadcast of the Show on May 21, 2012. See their 5-Word Speeches at webbyawards.com



Webby Lifetime Achievement

MAYOR MICHAEL BLOOMBERG

The Webby Awards is proud to present Mayor Michael Bloomberg with a Webby Award for Lifetime Achievement.

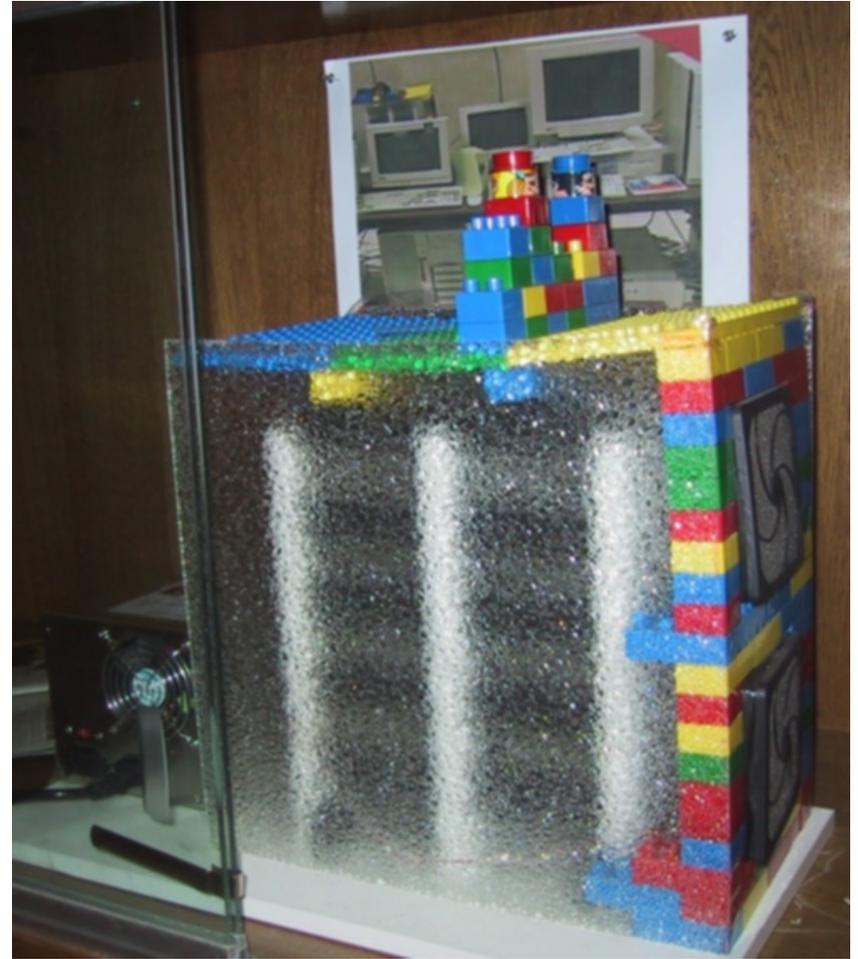
Google

Google Search Do Nothing Lately

Google Assistant [Learn more](#)

Google, www.google.com

THE ORIGINAL GOOGLE COMPUTER STORAGE



Courtesy Stanford Infolab, <http://infolab.stanford.edu/pub/voy/museum/pictures/display/0-4-Google.htm>



Craigslist SF bay area, <http://sfbay.craigslist.org/>



The Webby Awards, www.webbyawards.com

THREE BASIC TOOLS OF VISUAL DESIGN

- **Typography**
- **Layout**
- **Color**

TYPOGRAPHY

A large, bold, black uppercase letter 'R' is centered within a white square frame. The letter is designed in the Gill Sans typeface, characterized by its clean, geometric, and sans-serif style. The 'R' has a thick vertical stem, a rounded top, and a diagonal leg that tapers to a point.

Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928



Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928

SIX TYPOGRAPHIC TERMS

POINT SIZE (FONT SIZE)



Calibri: 2005, Lucas de Groot for Microsoft,
www.microsoft.com/typography/fonts/family.aspx?FID=287

LEADING

Six Typographic Terms
} Leading
Six Typographic Terms

X-HEIGHT



Lucida Bright: 1993, Charles Bigelow & Kris Holmes · Baskerville, 1757, John Baskerville

Six Typographic Terms

The slide features a dark grey background with two horizontal white lines. The title 'Six Typographic Terms' is centered between these lines. The word 'Typographic' is highlighted with a red bar underneath. The word 'ascenders' is written in white above the top line, with a red box around the dot of the 'i' in 'Typographic'. The word 'descenders' is written in white below the bottom line, with a red box around the bottom of the 'p' in 'Typographic'.

ascenders

descenders

WEIGHT

Six Typographic **Terms**

light

regular

bold

weight

SERIFS

Six Typographic

Terms

serifs

Minion Pro

1990, Robert Slimbach, Adobe Systems,
<https://typekit.com/fonts/minion-pro>

Small caps, lowercase
numbers: 1234567890

Neutraface

2002, Christian Schwartz, House Industries, <http://www.houseind.com/fonts/neutraface> ·
An Ode to a Typeface, www.youtube.com/watch?v=xHCu28bfxSI

“Which typeface should I use?”

THE SERIF HYPOTHESIS

- **Serif typefaces are easier to read -- and thereby preferable for long stretches of text -- because the serifs provide anchors that guide the reader's eye. Sans serif fonts lack these anchors and are therefore inappropriate for long stretches of text.**

CHALLENGES

- **Individual differences dwarf manipulation effects**
 - i.e., some people read faster than others. If there is an effect, it's very small
- **Confound: Reading requires familiarity**
- **Dependent Variable? Speed? Comprehension? ...?**

NO ROBUST EVIDENCE FOR SERIF HYPOTHESIS

“What initially seemed a neat dichotomous question of serif versus sans serif has resulted in a body of research consisting of weak claims and counter-claims, and study after study with findings of ‘no difference’. Is it the case that more than one hundred years of research has been marred by repeated methodological flaws, or are serifs simply a typographical ‘red herring’?”

<http://alexpoole.info/which-are-more-legible-serif-or-sans-serif-typefaces>

**“Legibility, in practice, amounts
simply to what one is accustomed to”
-- Eric Gill, 1931**

I am a jelly donut

וְהוּא הַשָּׂדֵה הַזֶּה אֵינוֹ

TAF CAT

THE CAT

TAF CHT

EXPECTATION PLAYS AN IMPORTANT ROLE

TAF CAT

WHICH TYPEFACE TO USE?

book ↔ logo

TYPEFACES, LIKE EVERYTHING, BUILD REPUTATIONS



TRY THESE TWO THINGS

- **Use the typeface in multiple places to see its range**
- **Display the same text with different typefaces to change its effect**

TO LEARN MORE...

- **Robert Bringhurst, The Elements of Typographic Style**
- **Jennifer Tidwell, Designing Interfaces**
- **Edward Tufte, Envisioning Information**
- **Robin Williams, The Non-Designer's Design Book**
- **Gary Hustwit, Helvetica**